



THE CITY OF SAN DIEGO

FOR IMMEDIATE RELEASE

Contact: Deborah Castillo
City of San Diego
(619) 525-8649
DCastillo@sanidiego.gov

**STORMWATER PROGRAM WINS THREE SAVVY
AWARDS**

San Diego -- September 06, 2002 - The Storm Water Pollution Prevention Program (SWPPP) won 3 Savvy Awards on Friday, September 6, 2002. The Savvy Award competition is sponsored by the City-County Communications and Marketing Association and is a Public Information Awards competition. The awards salute skilled and effective city/county/agency professionals who have creatively planned and carried out successful innovations.

SWPPP took home a Savvy for its "Storm Water and You" employee training workshop and for its Think Blue Public Service Announcements. In addition, the PSAs won a special award of excellence.

"One of the reasons 'Think Blue' is so successful," explains Supervising Public Information Officer, Deborah Castillo, "is that we made sure the campaign reflected the value San Diegans place on our coastal waters and their quality of life."

Castillo adds, "we also focused on our City employees as a resource in our communities and gave them tools and information that would help carry the message for us."

The Savvy awards were among eight won by the City of San Diego.

#####